

Complaints Policy

1. Policy Statement

Alliance (“the Company”) endeavours to provide the best possible service to all we interact with. Consequently the Company views complaints as an opportunity to learn and improve for the future, as well as a chance to put things right for the person or organisation that has made the complaint. We acknowledge the importance of handling all complaints diplomatically and with tact and encourage all who interact with the Company in any way to feel confident and comfortable to raise any concerns through the appropriate channels.

2. Objectives of this Policy

- 2.1 To establish a fair and accessible complaints procedure which is clear and easy to use for any individual or company wishing to register a complaint.
- 2.2 To publicise the existence of our complaints procedure so that individuals and companies are aware of the contact process and are able to register complaints.
- 2.3 To ensure that all complaints are recorded and investigated fairly and in a timely manner.
- 2.4 To ensure that complaints are, wherever possible, resolved and that relationships are repaired.
- 2.5 To use the complaints procedure as an opportunity to gather information in order to improve the Company’s activities for the future.

3. Definition of a Complaint

A complaint is any expression of dissatisfaction, whether justified or not, about any aspect of the Company and its activities. Complaints may come from any person or organisation which has legitimate interest in the Company. A complaint may be received verbally, by phone, email, in writing or online.

4. Channels for Customer feedback

Alliance welcomes feedback from its customers through our Customer Service desk or by contacting the relevant account manager directly depending upon the nature of the complaint.

Customer Service Telephone: **0844 844 4300**

Feedback can also be provided online via Feefo, a global ratings and reviews provider at www.feefo.com.

5. Complaints Procedures

- 5.1** Customers should lodge complaints with a member of the customer service team. The majority of complaints are successfully handled at this level and are recorded on the customer events file. The customer events files are built into the overall reporting structure so that the Company can run reports in order to assess complaints over a given period of time by customer, group, branch location or the company as a whole. These reports are made accessible to all employees in order to ensure that a problem can be responded to quickly before it impacts on our wider customer base.
- 5.2** If the nature of the complaint is more serious the complaint will be passed on to a member of the management team responsible for the relevant area.
- 5.3** In the event of poor performance, the Account Manager will initially be responsible for addressing this. Depending on the issue, the Company would raise a non-conformance internally, and would take the necessary rectification action to ensure it is dealt with immediately, and any additional training given. We would seek approval from the client authority within one week of the initial issue being raised that it has been resolved.
- 5.4** Alliance aims to ensure that complaints about product quality are very unlikely by having a closed price list, where only approved products are delivered. If a complaint is raised, it is therefore likely to be a manufacturing issue, or surrounding a required product substitution. We would collect the stock, raise a full credit, and then liaise as necessary with manufactures and staff internally to understand why the product was unsatisfactory again in full communication with the client authority.
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- 5.5** Alliance commits to resolving all complaints within five days, allowing ample time for a site visit if necessary.
- 5.6** If goods are found to be damaged or short at the time of delivery, the delivery driver will mark the delivery note with the issue and retain the goods. Upon arrival at the relevant branch, any shortages or damaged goods will be reported to the logistics manager as part of the debriefing procedure and the customer service department will be notified. A member of the customer service department will contact the company or individual who has experienced the issue. In follow up to the conversation the swift delivery of the items to the customer will be arranged on their next nominated delivery day or a credit note for the damaged or missing items will be issued.

6. Ensuring Customer Satisfaction

- 6.1** In order to deliver a high level of customer service close attention is paid to the daily reports generated by our system. These include credits, back orders and KPI reports detailing such things as the number of deliveries made to complete an order. These are very detailed with twenty subcategories for example on credit notes designed to measure all possible sources of the error. Office staff has daily routines to check the reports to ensure that actions can be taken to deliver the highest level of service to all customers.
- 6.2** Every aspect of the business is measured and controlled using reports and automatic alerts generated by the system. The system operates in real time so that actions have an immediate effect and customers are kept fully informed through automated emails. The strength of the system is its ability to keep everything on track so that 99.8% of all company deliveries are made on time and in full.
- 6.3** A special feature of the system is the customer event file which stores qualitative information such as customer comments, meeting notes, projects and quotes. The customer event files are built into the overall reporting structure so that we can run reports at any time to show complaints over any period of time, by customer group, branch location, or the company as a whole. Everyone has access to these reports so that we can respond quickly to a problem before it impacts on our wider customer base.
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6.4 The credit report is run daily at both Branch and Head Office levels to allow two management teams to assess the data. The Company aims to ensure that any issues which extend beyond a region can be identified and handled promptly.

7. Complaints in the Public Domain

On the occasion that a complaint is made in the public domain, the complaint will be recorded and the conversation will be promptly redirected offline. An apology for not meeting the customer's expectations should be offered and contact details provided to ensure that the issue can be properly addressed.

8. Confidentiality

The Company commits to handling all complaints information fairly and sensitively, disclosing information on a need to know basis and ensuring that any relevant data protection requirements are followed.

9. Responsibility for the Implementation of this Policy

9.1 Overall responsibility for this policy and its implementation lies with the Directors.

9.2 The Company expects all colleagues to show a willingness to address complaints with tact and transparency and to seek a reasonable resolution wherever possible.

10. The Extent of the Policy

10.1 This policy outlines the spirit and process by which all manner of complaints should be handled irrespective of communication channel. All employees of the Company should adhere to this policy when handling complaints.

10.2 The Company reserves the right to amend and update this policy at any time.

This policy has been approved & authorised by:



Name: Paul Bonson
Position: Director
Date: 1.1.23
